CANADIAN MOVING PICTURE
DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

FIRST WITH THE FILM NEWS IN CANADA

RAY LEWIS
FOUNDER
1915-1954

VOL. 47, NO. 13 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | MARCH 26, 1955

Manitoba Exhibs Appeal For Relief

By JAY L. SMITH

Despite the disappointment felt by many exhibitors at the size of the Amusement Tax reduction announced by Premier Leslie Frost of Ontario, we cannot afford to lose sight of the fact that there has been a reduction granted, and that a great deal of praise and credit must go to men like Lionel Lester and Bill Summerville, Jr., for the many, many hours they put in working on the tax brief, and in meetings with various government officials.

In fact, what isn't generally known, is that even after the first announcement of the tax reduction proposals were made, Lionel, Bill and several other Industry representatives pitched in all over again, and succeeded in getting further adjustments made on the proposed reductions, which alleviated certain problems facing exhibitors.

Under the new tax set-up in Ontario, children's admissions, ranging in price up to 25 cents, are now tax free, and exhibitors who do a large family business, particularly on Friday and Saturday nights and during the summer months, will find themselves 3c a ticket sale better off on their 25c admission price.

In addition, on the 50c and 60c regular admission price ticket, the Ontario exhibitor now finds himself giving the government 5c and 6c respectively, instead of 6c and 7c respectively, or 1c per admission ticket less. Not much, I admit, but at least it is a start, and we can only hope that by this time next year the small exhibitor will be able to get a much bigger tax concession, such as elimination of the tax entirely on admission prices up to 50c.

Continued on Page 4)

Drop In Attendance In Manitoba Exhibitors Ask For Reduction

On Monday, March 14, the Manitoba Motion Picture Exhibitors' Association, petitioned the Manitoba government to lower the amusement tax, claiming many theatres are now losing money and may be forced to close. Presented to Premier D. L. Campbell, the brief said competition from television had accelerated the declining attendance trend.

Many theatres now on the verge of closing could probably continue to operate if amusement tax were removed from all tickets of 50 cents and under, the petition said.

"On June 17, 1953, a Brief on

(See MANITOBA Page 4)

B.C. TAX APPEAL

B.C. Theatremen's Association sent a number of their members over to Victoria to interview the B.C. government requesting a reduction in the amusement tax, now 17½ per cent. They named television as a factor for falling returns and said many smaller houses will close up unless relief is granted. No decision to date.

"Investing For Me" Produced By Crawley

Aimed at the potential investor, a 15-minute, 16 mm. color film, "Investing For Me," has been produced by Crawley Films, Ottawa, for James Richardson and Sons, investment dealers, Winnipeg.

(See CRAWLEY Page 9)

ASN's Eastman Color Printing By Summer-Briskin Heads Co's Ops

To keep up with the rapid changes in the motion picture and TV field, Associated Screen News is expanding its operations to supply the necessary requirements for TV advertisers, TV stations, users of industrial films and theatrical motion picture Distributors.

As the first step in this expansion program, Associated Screen News recently announced that they were installing a 35 mm Eastman color processing machine, to handle not only prints of color productions but to be prepared to take care of the needs of the television industry when color television becomes a reality in Canada. By early sum-

(See BRISKIN Page 3)

Can. Film Imports Up

Canadian imports of films increased to $7,961,000 during the first 11 months of 1954 as compared with $6,946,000 in 1953. Imports have climbed steadily in the latter months of '54 to $730,000 in November last against $706,000 in October, $650,000 in September and $624,000 in November in 1953.

Winnipeg Film Board

The Winnipeg Film Board elected their 1955 officers last week. President, P. Geller; vice-president, S. Pearlman; secretary, N. Norrie; Fire Marshall, B. Meyers and Assistant Fire Marshall, F. Davis.

Maritime Film Board

The Maritime Film Board of Trade re-elected at its annual meeting its 1954 group of officers for '55. President, Graydon Matthews; Vice-President, I. J. Davis and Secretary, L. J. Simon.

MGM Signs Canadian

Leslie Nielsen, 29, a former radio announcer with station CJCJ (now CKXL) Calgary, who has signed a long-term contract with Metro-Goldwyn-Mayer, visited at the home of his mother in Calgary recently. His latest role is that of the villian in "The Vagabond King," with Katharine Grayson. His next part will be in "Forbidden Planet," a science - fiction thriller.

Nielsen went to Toronto in 1946

(See MGM SIGNS Page 3)

Famous, B & F And Telegram Tie-Up For Kids Matinee Booster

By BERT BROWN

Some time ago, Jack Fitzgibbons called me in connection with the proposed Saturday matinee booster which I understand originally was proposed by Harry Sullivan. The idea was to run a series of safety matinees in the suburban group.

After thinking the matter over, I felt that it would be better to operate in connection with the Telegram, using Elmer the safety elephant, and with the co-operation of both the paper and the Toronto Traffic Safety Council, to round out

(See MATINEE Page 9)

Two Filmites Judge Can. Film Awards

Two of the judges of amateur productions in the seventh annual Canadian Film Awards competition are particularly prominent in

(See AWARDS Page 9)

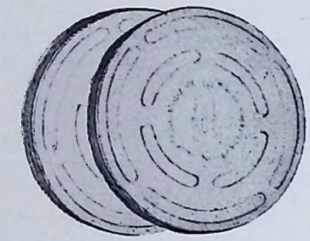
4th ANNUAL COMMUNION BREAKFAST MARCH 27th

"BLACKBOARD" BALLYHOO!

Hottest Picture Of The Year! Give It The Works!

SOCK NOVEL!

Tie-up book store windows with displays of stills! Regular edition and Pocketbook!



SOCK TRAILERS!

Teaser and regular trailers pack a wallop! Run them far ahead of playdate!

SOCK RECORD!

"Rock Around The Clock" theme song is hot for tie-ups and lobby use!

THE HOT SEAT!
The kid with the switchblade knife sits here. He's one of the tough twisted teen-agers who turn the school into a jungle! The story that aroused and aroused millions as a best-seller . . . becomes a must-see M-G-M picture!
BLACKBOARD JUNGLE
A DRAMA OF TEEN-AGE TERROR!
GLENN FORD · ANNE FRANCIS · LOUIS CALHERN
MARGARET HAYES · RICHARD BROOKS · PANDRO S. BERMAN

THE KID WITH THE SWITCHBLADE KNIFE!
This is the story of him and his kind . . . and how they turned a classroom into a blackboard jungle! From the best-selling book and magazine story that shocked and thrilled a million readers!
BLACKBOARD JUNGLE
A DRAMA OF TEEN-AGE TERROR!
GLENN FORD · ANNE FRANCIS · LOUIS CALHERN
MARGARET HAYES · RICHARD BROOKS · PANDRO S. BERMAN

SOCK AD CAMPAIGN!

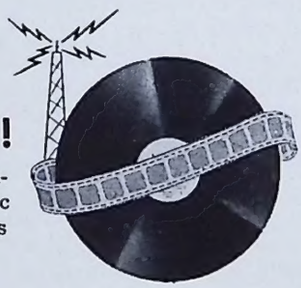
Use extra space. Here are samples of TNT ad series!

SOCK STANDEE!

40 x 80 lobby flash that's ticket-selling! Use it weeks in advance!

SOCK RADIO! TV!

Plan saturation campaign with terrific radio transcriptions and TV spots!



M-G-M's Sensational Picture of
TEEN-AGE TERROR IN THE SCHOOLS!
Blackboard Jungle
The Most Startling Film In Years!
STARTING SAT. MAR. 19 - LOEW'S STATE

SOCK POSTERS!

In New York 10 trucks covered the city, especially the school areas. Pictorial 24-sheet also available!

SOCK HERALD!

4-page tabloid sizzling with mass appeal!

M-G-M presents

"BLACKBOARD JUNGLE"

Starring

GLENN FORD

ANNE FRANCIS · LOUIS CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS

Based On the Novel by EVAN HUNTER

Directed by RICHARD BROOKS · Produced by PANDRO S. BERMAN

(Available in Perspecta Stereophonic or 1-Channel Sound)

BRISKIN

(Continued from Page 1)

mer, this equipment will be turning out color prints of theatrical features that will be shown in theatres across Canada. A.S.N. will also install equipment to process and print 16 mm Eastman color.

To cope with the ever-growing television market and to give the utmost in service to advertisers in the television field, Maxwell Cummings, President of Associated Screen News, now announces several important changes.

Murray Briskin, Executive Assistant to the President, will be in complete charge of the company's operations.

William J. Singleton, who has been associated with the company for the past 30 years, becomes Director of Sales and Services.

Jack Chisholm, who was formerly Ontario manager, and who was transferred to Montreal on Cummings advent into A.S.N., will return to Toronto as Ontario Sales Manager and Production Unit Manager. Chisholm will set up a producing unit to service the large and ever-growing television market in the Ontario area. Assisting him in Toronto will be Ken Cooper.

Russ Prazak, A.S.N. Comptroller, will assume a more active position in company administrative affairs and will work closely with Briskin on such matters.

Changes become effective immediately with Chisholm slated for the Toronto move May 1st.

MGM SIGNS

(Continued from page 1)

to study under Lorne Green at the Academy of Radio Art. A year later he won a scholarship to study acting at New York's Neighborhood Playhouse and from there he went to summer stock. In 1950 and 1951 he studied at Elia Kazan's Actors' Studio in New York while free-lance acting on television. He has done more than 150 TV shows.

WANTED PROJECTIONIST
COMMENCING MAY 1
TO OPERATE A
DRIVE-IN THEATRE
IN
PARRY SOUND
ONTARIO
APPLY TO
Kenneth Kerr
GRAVENHURST, ONT.

Across the Country

Toronto and District

Officers and Barkers of Toronto Tent No. 28 are casting their eyes ahead to the 19th annual four-day convention of Variety International which is scheduled to open May 4 at the Ambassador Hotel, Los Angeles.

The Toronto Variety Club, under the direction of Chief Barker Harry S. Mandell, is already rounding up a party, which will include wives, for the convention trip which may be taken by plane.

• • •

Manager Vic Nowe of the Toronto Odeon Theatre tied in with Canadian Industries Limited for the staging of the two semi-final programs of the "Singing Stars of Tomorrow" on successive Sunday nights this month for which there was no admission charge.

• • •

At a luncheon meeting in the Wentworth Arms Hotel, of the Hamilton Theatre Managers Association for which Vice-President Paul Turnbull presided, the sum of $200 was voted to the Easthaven School for Retarded Children at Hamilton. The managers have previously helped this school.

Manager Al Ford of the Palace was named to represent the Association in the presentation of proceeds from the recent benefit performance in that theatre to the Toronto Tent for Variety Village. Ford was chairman of the show committee while Kent Craig, supervisor of United Amusement Theatres, also did a great job as publicity chairman.

Maritimes

M. J. Isman, Eastern Supervisor for Empire-Universal Films, was a visitor to Saint John last week.

• • •

R. G. March became a grandfather last week—a baby boy was born to his daughter Connie (Mrs. Larry James). All the family is reported doing well, including 'Grandpa'.

• • •

Mr. and Mrs. A. A. Fielding were enjoying a holiday in Florida, but Mrs. Fielding has been called home because of the serious illness of her mother.

• • •

Fred (Rocky) Hazel, who is interested in theatres in Tatamagouche, Port Hawkesbury and Canso, has signed up for CinemaScope product.

• • •

Mitchell Franklin represented the B'nai B'rith of Canada at the recent Israel Bond Mobilization Conference held at Miami Beach, Fla. The Conference which drew delegates from many parts of the world, advanced plans on an international level for greater participation in State of Israel Bond Campaigns.

• • •

Bill Burzell of Bedford, N.S., is opening his new theatre with CinemaScope in about six weeks. He rebuilt this theatre after the former one was destroyed by fire sometime ago.

Winnipeg

Mr. and Mrs. Elman Guttormson leave for a three-week vacation on April 2nd.

• • •

Starting Monday, March 14th, the Classic, State, Elm and Corona Theatres in Winnipeg, offered Chateau France Dinnerware to the ladies. A complete 64-piece set of genuine American limoges China, is to be given free to lucky ticket holders at each theatre every Monday, Tuesday and Thursday.

• • •

Alliance Films Limited, will be moving to their new quarters April 1st. They will be located at 157 Rupert Ave., the home of Theatre Poster Ltd. The telephone number remains the same — 92-8330.

(Continued on Page 9)

Downtown, Hamilton Uses Art Policy

The Famous Players' Downtown Theatre, managed by Paul Turnbull, has adopted an occasional foreign-film policy which started March 14 with the playing of an Italian double-bill consisting of "Il Bandito Mussolino" and "Anna," both starring Anna Magnani. Turnbull said that Continental pictures would be booked at intervals.

The Odeon, Savoy at Hamilton has been showing German and other European product on Wednesdays for some time, the Roxy has featured foreign pictures in regular runs while the Hamilton Cinema plays British features, "The Belles of St. Trinian's" having been held for a second week.

Monty Hall, MC For George Formby Tour

Monty Hall, winner of the Toronto Tent's Heart Award and a Canvasman of the club, has been named master of ceremonies for the program featuring George Formby at Maple Leaf Gardens and elsewhere early in May in aid of Variety Village. Ernie Rawley of the Royal Alexandra is organizing the bill for which the English comedian is making his Canadian tour without contract fee. It is hoped to raise $15,000 for the Tent's project.

THE WAY WE ARE

William Goetz has concluded an arrangement with Robert Aldrich whereby the Joan Crawford starrer. "The Way We Are", will be produced by William Goetz Productions for Columbia, with Aldrich directing.

FOR SALE
YES! 8,500 LATE MODEL USED or RE-CONDITIONED
THEATRE CHAIRS
ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE
SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.
CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM
We are Factory Agents
Prices most reasonable.
Drop us a line — we will give you photographs and full information.
"LA SALLE"
RECREATIONS LTD.
Theatre Chairs, Carpet, Linoleum and Tile Division
945 GRANVILLE ST. MA. 5034
VANCOUVER 2, B.C.

THE CANADIAN MOVING PICTURE DIGEST, Entered as Second Class Matter. Jay L. Smith, Editor-in-Chief; Max Chic, Assoc. Editor. Correspondents: Bruce Peacock, Regina; Libby Bookhalter, Winnipeg; Jack Droy, Vancouver; Will McLaughlin, Ottawa; Bill Press, Toronto; Helen Crowley, St. John. Address all mail to the Publisher, Canadian Moving Picture Digest Company, Ltd., 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Established 1915. Publication weekly. Subscription: $5.00 yearly.

On the Beam

(Continued from Page 1)

This was what the Industry attempted to secure, and if they had been successful, it would have meant a substantial saving for the small town operator. However, the old saying "half a loaf is better than none," still applies, and the exhibitors as well as the distributors, still owe a big debt of gratitude to the men mentioned above for their sincere efforts towards tax reduction.

One other factor deserves consideration in respect to the new tax schedules. There are undoubtedly still a number of Ontario theatres that do not have a student admission price. According to reports received from the U.S., those exhibitors who have put into effect a special student price have found it to be very effective in gaining back a large portion of the teen-age business we have lost in the past few years.

Those small town and subsequent run theatres that charge 20c for children at night, might be very wise to initiate a student price of 25c which would, of course, be net to the theatre under the new tax schedule. To ask a youngster of 14 or 15 years of age to pay 50c to attend the movies is, in many cases, a certainty to send him elsewhere for his entertainment, either to the roller-rink, the ball park, or the school dances. As for worrying about those youngsters who can pay the 50c, knowing kids, I would almost guarantee that if they have the money, the difference will be spent at the theatre's Candy Counter.

I guess I should proof-read my own column every week, but unfortunately the time element frequently makes this impossible. In last week's column, reporting on Joe Feldman's Sunset Drive-In at Calgary, I mentioned the fact that "The Bull" stayed open almost all winter long, using individual car heaters. I also reported that "Bull" advised me that the loss on the car heaters was negligible, about 3 OR 4 heaters all winter. Unfortunately, when the column came out, it read that the loss in heaters was 3 OF 4, which is quite a different picture.

Heading for Chicago next week are United Artists' Canadian branch managers, headed by Charles S. Chaplin, Canadian General Manager. There they will receive first hand information on U.A.'s production plans for the coming year. With a record-breaking $43,100,000 gross for 1954 behind them, and with the Krim-Benjamin group now holding 66⅔% of the U.A. stock following their purchase of Charles Chaplin's 25% interest, U.A. is heading for even bigger and better things for the future.

If just one-half of the producing-releasing deals announced for U.A. materialize this coming year, U.A. will have anywhere from 60 to 70 pictures to release within a twelve-month period, of which at least 50% will be top feature product.

Easter is almost on top of us, and all the companies are lining up their big ones for release over the holiday. According to latest reports available, the following are the scheduled holiday programs at the various first-run Toronto theatres: **Imperial**—"Untamed" (20th-Fox), 'Scope and Color, starring Tyrone Power and Susan Hayward. **Loew's**—"Hit the Deck" (MGM), 'Scope and Color, starring Jane Powell, Tony Martin and Debbie Reynolds. **Odeon-Toronto**—"A Man Called Peter" (20th-Fox), 'Scope and Color, starring Richard Todd and Jean Peters. **Uptown**—"Ma and Pa Kettle at Waikiki" (U-I), starring Marjorie Main and Percy Kilbride. **Shea's**—"The Country Girl" (Para.), starring Bing Crosby, Grace Kelly and William Holden. **University-Eglinton**—"Long John Silver" (DCA), 'Scope and Color, starring Robert Newton.

And a very Happy Easter to all of you!

Dydzak Drive-Ins First To Open Up

The 1955 drive-in season had its Ontario start with the opening Mar. 11 of the Windsor at Windsor and the Clappison which is near Waterdown, both of which are operated by Joe Dydzak. Several car theatres have been in operation for some weeks in British Columbia, however.

Supervisor Lloyd Taylor is making active preparations for the re-opening of Famous Players drive-in theatres, all of which will have CinemaScope this summer.

Soper's 50th

B. H. Soper of Smiths Falls this month celebrated the 50th anniversary of his start in business, 43 years of which he has spent in the Eastern Ontario centre where he built the Rideau Theatre in 1912. This house was later known as the Capitol and it was replaced in 1950 by the ultra-modern Soper Theatre which has 964 seats.

Mr. Soper was a member of the House of Commons for Lanark from 1940 to 1945 and is the only remaining charter member of the Smiths Falls Rotary Club which was organized in 1922.

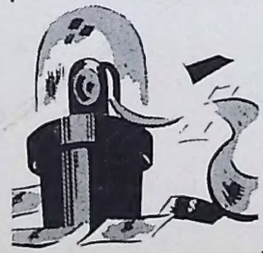
Four From DCA

With acquisition of "Animal Farm," which premiered recently in New York, Fred Schwartz's Distribution Corp. of America now has four films in release. Others are "Long John Silver," "The Stranger's Hand" and "Hunters of the Deep." Next will be "I Am a Camera." In Canada DCA product is distributed by Alliance Films.

AMUSEMENT STOCK QUOTATIONS

For Week Ending March 19, 1955

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
28⅞	19	Fam. Players 1.60x	67	29	28	29	
		N.Y. STOCK EXCHANGE					
28⅛	22⅛	Am. Br-Par	437	26	24	25⅜	— ½
39¼	31	Col Pict 1¼r	71	33⅝	32¼	33½	+ ¼
16½	14⅝	Decca Rec .70	237	15⅞	14⅝	15⅝	+ ⅞
21⅝	17½	Loew's .90c	438	18⅜	17½	18⅜	+ ⅛
40	36	Para. Pict. 2	114	37⅜	36	36⅝	— ⅜
7⅝	5⅞	Republic Pictures	120	7	5⅞	6⅜	+ ⅛
8⅞	7	RKO Pictures	27	8⅛	7⅞	8⅛	+ ⅛
9⅞	8½	RKO Thea. .20g xd	279	9⅛	8½	9⅛	+ ⅜
22⅝	19⅛	Stan. War. .85c	112	20¾	19½	20⅝	+ ⅜
31⅝	25⅛	Twent. Cen. 1.60a	296	27⅜	25⅛	26⅝	— ⅜
30⅞	26¾	Univ. Pict. 1a	35	28¼	26¾	28¼	+ ¾
20⅜	18¼	Warn. Bros. 1.20	118	19⅜	18¼	19	+ ⅝
		AMERICAN STOCK EXCHANGE					
5⅜	4	Allied Art. .10g	65	4½	4	4½	



UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	.....
Skyway Drive-In Theatre	1.25	$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.25
Loew's Thea.	102	105
United Amuse. A	9	12

Quotations, Courtesy of

J. H. CRANG & CO.

40 Adelaide W., Toronto

MANITOBA

(Continued from Page 1)

behalf of the owners of Motion Picture Theatres in the Province of Manitoba was submitted to the Honourable Ronald D. Turner, Provincial Treasurer, pleading for early action by the Provincial Government in the downward revision of Amusement Tax Rates and setting forth reasons therefore. Item Number Twelve on Page Seven of this brief reads as follows:—

"For the reasons herein set forth and particularly for reason of the present declining trend in attendance, which is sure to gain added momentum within a few months when Television becomes a competitive factor in Manitoba, the continued successful operation of the Motion Picture Industry in Manitoba is in a state of jeopardy.

"Television became a competitive factor early in 1954 when the C.B.C. Television Station commenced operation in Winnipeg and as a result of this new competition the declining trend in attendance at Motion Picture Theatres has now reached the point where many theatres are operating at a loss and may be forced to close up.

"On November 1, 1954, a large delegation of Theatre Owners from throughout the Province met with the Honourable Ronald D. Turner, Provincial Treasurer, and pleaded for the removal of Amusement Tax from all tickets priced at 50c and under.

On February 3, 1955, a committee representing the Theatre Owners met with Mr. J. S. Anderson, Deputy Treasurer, and handed to him figures covering the business of a representative group of theatres for the three months ended December 31, 1954, in comparison with the same period of 1953, showing a decrease in attendance of 13.35%. The committee requested that the matter be again brought to the attention of the Provincial Treasurer and that he be informed of our plea for action by the House at the present Session.

"The representative group of theatres for which figures were handed to the Deputy Treasurer for the three months ended December 31, 1954, and which showed a decline in attendance of 13.35% for that period show a decline of 19.9% in the month of January, 1955, in comparison with January, 1954, indicating a further serious decline in attendance during January '55.

"Many of the theatres now on the verge of closing up would be able to continue operation for the time being and perhaps survive if the Amusement Tax were removed from all tickets up to 50c."

1955 BOOKING CALENDAR

REPUBLIC ACCEPTS THE CHALLENGE...

TO DELIVER THE BIG PICTURES EXHIBITORS WANT... WHEN EXHIBITORS NEED THEM MOST...

REPUBLIC PICTURES

with a guarantee of consistent and regular release throughout 1955 of the greatest number of top money productions in Republic's 20 years of picture making!

PRINTED IN USA

My optimism for the future of motion pictures is expressed by putting more money into expansion and production at Republic for 1955, than at any time in the history of the company.

HERBERT J. YATES

TIMBERJACK

STERLING HAYDEN · VERA RALSTON · DAVID BRIAN
ADOLPHE MENJOU • HOAGY CARMICHAEL • CHILL WILLS
Associate Producer-Director JOE KANE • **TRUCOLOR** by Consolidated

TEXAS LEGIONNAIRES

STERLING **HAYDEN** • ANNA MARIA **ALBERGHETTI** • J.CARROLL **NAISH**
Directed by FRANK LLOYD • **TRUCOLOR** by Consolidated

THE ETERNAL SEA

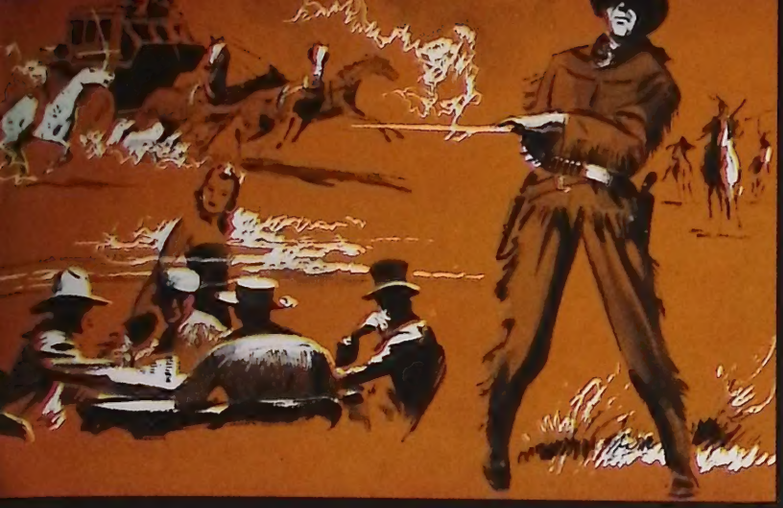
STERLING **HAYDEN** • ALEXIS **SMITH** • DEAN **JAGGER**
Associate Producer-Director JOHN H. AUER

MAGIC FIRE

YVONNE DeCARLO · CARLOS THOMPSON · RITA GAM
VALENTINA CORTESA · ALAN BADEL
Produced and Directed by William Dieterle • **TRUCOLOR** by Consolidated

SANTA FE PASSAGE

JOHN **PAYNE** • ROD **CAMERON** • FAITH **DOMERGUE**
Directed by BILL WITNEY • **TRUCOLOR** by Consolidated



MAN FROM TEXAS

JOHN PAYNE · MONA FREEMAN · LEE J. COBB

Associate Producer-Director JOE KANE • **TRUCOLOR** by Consolidated

REBEL ISLAND

YVONNE DE CARLO · ZACHARY SCOTT · HOWARD DUFF

Associate Producer-Director Edward Ludwig • **TRUCOLOR** by Consolidated

THE LONG WATCH

TRUCOLOR by Consolidated

ADVENTURE EPIC OF THE YEAR... FROM ROBERT F. MIRVISH'S BEST-SELLER!

THE GUNMAN

starring **RAY MILLAND**

Directed by Ray Milland • **TRUCOLOR** by Consolidated

THREE LEAVES of a SHAMROCK

A JOHN FORD PRODUCTION

starring TYRONE POWER • MAUREEN O'HARA • BARRY FITZGERALD

ANNIE JORDAN

TRUCOLOR by Consolidated

FROM MARY BRINKER POST'S BEST-SELLING NOVEL OF THE SEATTLE WATERFRONT!

PICTURE AFTER PICTURE FOR RELEASE WEEK AFTER WEEK!

Productions listed below are but a part of the box-office pictures that will make up Republic's 20th year of entertainment.

Today, more stories are in preparation or in work at the Studio than ever before... Best sellers to be produced with famous stars and top directors.

1 TROUBLE in the GLEN
Starring Margaret Lockwood, Orson Welles, and Forrest Tucker. Produced and directed by Herbert Wilcox in Trucolor by Consolidated. A romantic adventure by the author of "The Quiet Man."

2 The ATOMIC KID
Co-starring Mickey Rooney and Robert (Stalag 17) Strauss. A laugh explosion when someone slips a "Mickey" into Atomic tests. A Mickey Rooney Production, directed by Leslie H. Martinson.

3 HELL'S OUTPOST
Rod Cameron, Joan Leslie, Chill Wills. The most explosive action picture of the year. From the novel, "Silver Rock," by Luke Short. Associate Producer-Director Joe Kane.

4 AFRICAN MANHUNT
Danger and excitement as the hunt for a killer reaches into the untamed jungles of Africa.

5 CAROLINA CANNONBALL
Hi-jinks with the inimitable Judy Canova in another great laugh hit.

6 TIMBERJACK
Robust adventure as wild as the north country which is its magnificent setting. From the novel by Dan Cushman.

7 DON JUAN'S NIGHT of LOVE
Passion and intrigue in the romantic days of Madame Pompadour.

8 The ETERNAL SEA
The romance of the sea, the love of a woman, and the dramatic story of the courage of a gallant Navy hero.

9 YELLOWNECK
Rare suspense as five deserters escape from the battlefield, only to face death in the Everglades. Trucolor by Consolidated.

10 SANTA FE PASSAGE
The dynamic story of fighting men and beautiful women, with heart-stopping action, thrills and romance.

11 I COVER THE UNDERWORLD
Trigger-fast action as a priest invades the underworld to reclaim his twin brother, a big-shot racketeer.

12 MAGIC FIRE
Three women thrilled to his romantic fire, the world to his genius. The story of the life and loves of Richard Wagner.

13 MYSTERY of the BLACK JUNGLE
The terror of the untamed, as men stalk the mysterious jungle country.

14 MAN from TEXAS
Roaring outdoor saga of the early frontier, from the Saturday Evening Post story that thrilled millions.

15 PHANTOM RACKETEER
Mystery and suspense of a hidden killer in a crime-ridden town.

16 The BIG JACKPOT
A fast moving comedy romance of a big money payoff that made a marriage of Lady Luck and Dan Cupid.

17 REBEL ISLAND
Romance and intrigue in the lush tropical setting of the fashionable Bahamas.

18 TEXAS LEGIONNAIRE
The immortal story of the Alamo and the Texans' never-to-be-forgotten fight for freedom.

19 CIRCUS GIRL
The spectacle of circus life against the exotic background of Ceylon and India.

20 THE GUNMAN
Academy Award-winning Ray Milland will star in and direct this off-beat story, an original by Talbot Jennings and John Tucker Battle. Big-scale outdoor drama, in Trucolor by Consolidated.

21 The BIG WHISPER
Virginia Van Upp will write and produce the film version of her original story, a high suspense drama of continental intrigue.

22 THREE LEAVES of a SHAMROCK
John Ford, the only four-time Academy Award-winning director, once again brings his magic touch to Ireland, setting of his boxoffice hit, "The Quiet Man."

23 The VILLAGE DOCTOR
A warm, human-interest drama about medicine and faith in a small town. Trucolor by Consolidated.

24 ANNIE JORDAN
The Mary Brinker Post novel has sold millions of copies. To be filmed with a cast of great star names.

25 The LONG WATCH
Action and excitement aboard an old tramp steamer flying an outlaw flag. From Robert F. Mirvish's best-seller. Filmed in Trucolor by Consolidated.

EXHIBITORS OF CANADA:

YOU WILL THRIVE IN '55

WITH

REPUBLIC

MATINEE

(Continued from Page 1)

the series. After meeting with both of the above parties, we found the Telegram was enthusiastic about the idea. It was then decided to hook up our own suburban houses and those of B & F to give the safety campaign complete city-wide coverage. The theatres would supply the prizes, and it was decided that we would give ten prizes each week in each theatre for a period of ten weeks, the campaign to commence Saturday, March 12th, and to run through to Saturday, May 14th. This meant procuring 2,500 prizes to see us through the ten-week promotion for all theatres. Prize list is as follows:

Boy's or Girl's Wrist Watch; Doll or Gun-and-Holster Set; Leather Wallet; Pen, Ball Point and Pencil Set; Jet Water Pistol; Hauler and Open Van Trailer; Scenic Bus; Meat Truck; Skipping Rope and Pair of Guest Tickets for Mom and Dad.

In addition, all of the candy companies are participating in turn by providing a free gift of candy to the first 150 children to enter all theatres each Saturday for the ten-week period, and the manufacturer who is co-operating on that particular Saturday is also providing a special prize of his product in addition to the regular prizes. This was arranged by Harry Sullivan of Theatre Confections.

To the children who attend at least five Saturdays during the series and who know their five safety rules and can repeat them, we will provide them absolutely free one of the smartly-designed Elmer safety crests with Elmer's picture and the quotation "I'll Never Forget" and the numbers 1, 2, 3, 4, and 5. The crest is well-designed, and it is orange and green on a white nylon field, well-backed with the special material to make it easy to process and easy to sew on sweaters or jackets.

The Telegram is supplying all printing required for the promotion, and have already provided us with 50,000 special Elmer cards which have been distributed. The paper gives full pictorial and editorial support to the project. They have been running special art layouts and stories and each week will publish the names of all prize winners.

At the end of the tenth week, all of the boys and girls who have been attending Elmer's Theatre Party series will be eligible for a special prize—a bicycle given away in addition to the regular ten prizes. On the tenth week, we will give away twenty-five bicycles to some happy boys and girls across the city.

All theatres were provided with two One-Sheets and a screen trailer which was designed to appeal to the parents, seeking their co-operation, announcing the series, and inviting them to make use of the theatre as a happy and safe afternoon of entertainment for their children. The response has been excellent, and theatre managers are very happy, and the kiddies have been more than enthusiastic over the list of prizes. Theatre Confections has done a wonderful job in assisting the theatres in the promotion of the whole campaign and by helping us to acquire some of the prizes.

PETE KELLY'S BLUES

Jack Webb this week began recording of the 38 musical numbers, (not all complete), in "Pete Kelly's Blues." Shooting on the Warner Bros. CinemaScope picture starts in about two weeks.

Ray Milland Signs Dual Star-Director Contract with Republic

RAY MILLAND, long a top box-office star, receives a long awaited opportunity to also direct. He is shown here with Herbert J. Yates, Republic president (right), as he signs a contract to star in and direct one of the company's largest budgeted films, "The Gunman."

CRAWLEY

(Continued from Page 1)

The film shows how a typical "customers' man" helps people invest their savings. The difference between investment and speculation is explained, and services provided by the investment dealer are brought to the attention of present, as well as potential investors.

AWARDS

(Continued from Page 1)

the film industry. One is Guy Glover of the National Film Board who was the producer of "The Stratford Adventure," which has been nominated for a Hollywood Academy award in the documentary feature class.

The other is Donald F. Carter, formerly of Gaumont-British in England, who was recently appointed director of production by Crawley Films Limited.

Fin. Post Editorial On National Anthem

"British movie theatres are going to ask their patrons what they think of the custom of playing the National Anthem at the end of the performance. It would be a good idea to review this in Canada. In certain provinces (Ontario is an example), the law requires such playing at the end or the beginning of each performance.

"There is a time and a place for the National Anthem but surely not when a theatre audience is chiefly interested in finding hats and coats and shuffling toward the doors. Repetition and indiscriminate use tends to cheapen anything, even a national anthem. . . .

"Let's reserve these honored customs for the proper occasion and then observe them with some respect."

March 19, 1954.

Across the Country

(Continued from Page 3)

Welcome back to Mr. and Mrs. Joe McPherson, who returned to Winnipeg after an absence of several years. Mr. McPherson is with Sovereign Films. They have purchased a home in the Fort Garry district.

• • •

New ownership of the Grand Theatre, Preeceville, Sask., becomes effective April 1st, when Alvin Hart of Russell, Man., takes over. Mr. Hart, who at one time operated the Roblin Theatre, Roblin, Man., advised that he will be installing a wide-screen and CinemaScope.

• • •

Visitors to Film Row this past week included Mr. and Mrs. W. Friesen, Altona, Man.; Mr. Girouard, Somerset, Man.; R. Gabrielle, Virden, Man.; A. Hart, Russell, Man. and C. Doerr, Melita, Man.

• • •

The rival towns of Binscarth, Man., and Russell, Man., only nine miles apart, both opened with CinemaScope on the same day, March 24th. The theatre in Binscarth opend with The Robe, while the Avalon, Russell, opened with The High and the Mighty.

Vancouver

A spate of salty movies such as "The Cruel Sea" and "Caine Mutiny" are helping in recruiting, says Commodore Kenneth Adams of the Royal Canadian Navy. Latest films to be added to Adult Entertainment list of the British Columbia Board of Censors include "Battle Cry," "Black Tuesday," "Carmen Jones," "The She-Wolf," "Three Forbidden Stories," "Twist of Fate," "We Want a Child," "Womens Prison" and "Wyoming Renegades."

• • •

Harry Howard, owner of Theatre Equipment Supply and his wife are holidaying in Honolulu. Bob Foster of the Orpheum and business agent of Theatre Employees Local B-72, is recuperating at home after a serious illness.

• • •

Bill Jones, retired RKO manager and a charter member of Canadian Picture Pioneers, hospitalized. He is 82. The majority of drive-ins in the Vancouver area opened over the week-end.

• • •

Through partnership troubles and court action, the North Star Drive-in at Aldergrove, is advertised by the court for sale to settle the matter. Ozoner is in the Fraser Valley near Langley and accommodates 400 cars.

• • •

The reconstructed Odeon-Plaza in Victoria, dark for four months, was reopened this week. It has increased the seating to 850 and is equipped with the latest equipment.

HERE IS SCREEN GREATNESS FOR ALL . . . FOR ALL TIME!

MAJESTICALLY . . . STIRRINGLY . . . A SIMPLE COUNTRY PARSON FACES HIS FINAL YEAR OF LIFE . . . ON EARTH!

Never has your heart been so deeply moved . . . your emotions so profoundly stirred . . . Never has screen greatness been so thrillingly and triumphantly achieved . . .

ROBERT
DONAT
KAY WALSH

"Lease of Life"

A motion picture so sublime . . . so majestic . . . so enthralling . . . its memory will endure as long as the human heart has the power to feel . . . to love . . . to suffer . . . with faith!

IN EASTMAN COLOR

ALSO STARRING
DENHOLM ELLIOTT
ADRIENNE CORRI

Directed by CHARLES FREND
Associate Producer JACK RIX
Screen play by ERIC AMBLER

JARO

Chatter... That Could Matter!

By MAX CHIC

Only a few weeks to go before the wind-up of **Dan Krendel's "Ballyhoo S.O.S."** showmanship contest . . . the current issue of **"Ballyhoo"** announces the February winners . . . Group A: **Mel Jolley,** 1st; **Art Cauley,** 2nd . . . Group B: **Olga Sharabura,** 1st and **Len Gouin, 2nd** . . . speaking about showmanship, **Bob Christie,** manager of the **Royal,** Aurora, got himself a two page spread in the **Aurora Banner,** including a biog of himself, a story on his staff, scene cuts and a feature story on coming product for his Theatre Week which was celebrated February 21-26.

Jules Bernstein, who cheered the hearts of many on his visits to our city has passed away, but in actuality is still with us, especially in the hearts and minds of all who knew him . . . he was brought to New York for burial . . . **Jack Barron** from "oil-happy" Calgary will be a Toronto visitor next week . . . the **COMPO** sponsored meet of top industry leaders to study new methods to hypo attendance should be carefully watched and studied by all up here . . . people in a theatre it is said, can cure any ailment, including **TV.**

A new **3-D** system, minus glasses has been announced in the US . . . its name **Tri-Dim** . . . more details will be carried next week in **The Digest** . . . the standing in the **Odeon Better Management Contest** as of last week, at the top of the heap, **Oxford,** Halifax, second, **Hastings,** Vancouver and in third place, the **Fairlawn,** Toronto . . . District Managers' standing, **H. Hurwitz,** 1st; **G. A. Sutherland,** 2nd and **Chris Holmes** in 3rd place.

Rumor hath it that a full-length color film version of one of the plays to be presented at this year's **Stratford Festival** will be made . . . **Dick Main,** whose Listowell Plan we featured a few weeks ago, is still using it in Sutton, with great success . . . the **Telegram** is raising its rates by 5c a line, starting in July . . . **Norman Soloman,** Blind River informed the trade here that his father **Alec** had passed away.

THE HARDER THEY FALL

"The Harder They Fall," Budd Schulberg's powerful, no-punches-barred expose of the prizefight racket, has been bought by Columbia Pictures as a starring vehicle for Humphrey Bogart.

Warner Dividend

At a special meeting of the Board of Directors of Warner Bros. Pictures, Inc., held Wednesday, March 16, 1955, a dividend of 30 cents per share was declared on its common stock payable May 5, 1955, to stockholders of record April 15, 1955.

TV In Lethbridge?

An application has been filed for a license to operate a television station in Lethbridge, Alta. The application has been filed by Taylor, Pearson and Carson (Canada) Ltd., operator of radio station CJOC, Lethbridge. A decision is expected next week.

Jean Mitchell, MGM, the winner of the door prize (a radio) at the WOMPI's "Fun Frolic" held last week surrounded by a group of WOMPI's. Left to right: May Lavendusky, Odeon; Marguarite Thompson, Paramount; Doric Heenahan, Odeon; Olga Roden, Odeon; Marjorie Wilson, JARO; Jean Mitchell; Gladys Rawnsley, UA; Marion Hertell, CMPDA; Florence Long, General Theatre Supply and Anne Kaplan, Paramount.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd wk. Bridges at Toko-Ri (Para.) Tech. with Wm. Holden.

SHEA'S
Track of the Cat (WB) WarnerColor with Robert Mitchum & Teresa Wright.

ODEON-FAIRLAWN
The Long Gray Line (Col.) C'Scope & Tech. with Tyrone Power.

HYLAND & CHRISTIE
3rd wk. Mr. Hulot's Holiday (JARO).

LOEW'S
2nd wk. Many Rivers to Cross (MGM) C'Scope & Color with Robert Taylor.

UPTOWN
3rd wk. Green Fire (MGM) C'Scope and Color with Stewart Granger.

UNIVERSITY & EGLINTON
2nd wk. Tonight's the Night (AA) Tech. with David Niven.

DOWNTOWN
Theodora (IFD) and Thunder Pass (Cardinal).

MONTREAL

CAPITOL
The Racers (20th-Fox) C'Scope and DeLuxe Color with Kirk Douglas.

LOEW'S
2nd wk. Bridges at Toko-Ri (Para.) Tech. with Wm. Holden.

PALACE
2nd wk. Carmen Jones (20th-Fox) C'Scope and Color with Dorothy Dandridge.

PRINCESS
The Americano (RKO) Tech. with Glenn Ford.

AVENUE
Mr. Hulot's Holiday (JARO).

ORPHEUM
Ten Wanted Men (Col.) Tech. with Randolph Scott.

WINNIPEG

CAPITOL
The Country Girl (Para.) with Bing Crosby and Grace Kelly.

MET
2nd wk. Desiree (20th-Fox) C'Scope and Color with Marlon Brando.

ODEON
The Far Country (E-U) Tech. with James Stewart & Ruth Roman.

GAIETY
Gone With the Wind (MGM) Tech. with Clark Gable and Vivien Leigh.

GARRICK
Drums Across the River (E-U) and Ricochet Romance (E-U).

CALGARY

CAPITOL
Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

PALACE
White Feather (20th-Fox) C'Scope and Tech. with Robert Wagner.

UPTOWN
6 Bridges to Cross (E-U) with Tony Curtis.

GRAND
Women's Prison (Col.) with Ida Lupino and Jan Sterling.

PLAZA
3rd wk. Doctor in the House (JARO) Tech. with Dirk Bogarde.

VANCOUVER

CAPITOL
Deep in My Heart (MGM) Color with Jose Ferrer.

VOGUE
Prince of Players (20th-Fox) C'Scope and DeLuxe Color with Richard Burton.

ORPHEUM
White Feather (20th-Fox) C'Scope and Tech. with Robert Wagner.

STRAND
Conquest of Space (Para.) and The Mating Season (Para.).

ST. JOHN

PARAMOUNT
Battle Cry (WB) C'Scope and WarnerColor with Van Heflin.

STRAND
Timberjack (Republic) Trucolor with Sterling Hayden.

CAPITOL
Three Hours to Kill (Col.) Tech. with Dana Andrews.

KENT
The Atomic Kid (Rep.) with Mickey Rooney.

STUDIO ROUND-UP

Cast and crew of **20th-Fox's** "House of Bamboo," back at the studio after completion of 28 days on location in Tokyo. **Columbia** sets **James Whitmore** for featured role with **Victor Mature** and **Guy Madison** in "Last Frontier."

Dennis Hopper of TV show "Medic" makes screen debut in **Warner's** "Jagged Edge." Topcast are **Shelley Winters** and **Jack Palance.**

Republic completes production of "Magic Fire," starring **Yvonne De Carlo,** based on the life of **Richard Wagner. JARO** chooses **Hildegarde Neff** for role of Trilby in **George du Maurier's** classic "Svengali," with **Donald Wolfit** in the title role.

Director **Sir Carol Reed,** and producer **James Hill** on their way to Europe to begin work on the **United Artists** release, "Trapeze," co-starring **Gina Lollobrigida** and **Burt Lancaster. Vic Damone** added to cast of "Kismet," **MGM's** forthcoming musical with **Howard Keel** and **Ann Blyth.**

Universal announces 900 engagements in a thirty day period for their new western, "Chief Crazy Horse." **20th-Fox** to premiere "A Man Called Peter," at the Roxy Theatre, New York, March 31st, as a gala benefit performance for the March of Dimes.

Fay Wray joins cast of **Columbia's** "The Queen Bee," a **Joan Crawford** starrer. **Cornel Wilde** to make his debut as director for "Storm Fear," produced by **Theodora Productions** for **United Artists** release.

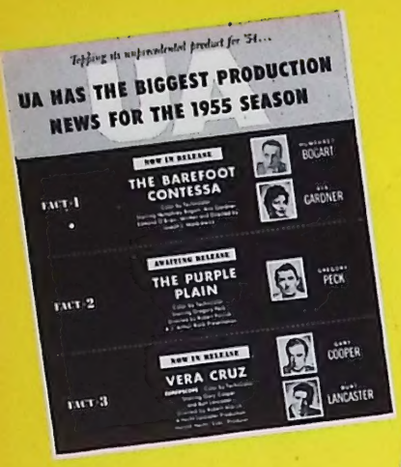
Theme song from **RKO's** "Underwater," has been vocally recorded and titled "Cherry Pink and Apple Blossom White." **Warners** sets **Edward G. Robinson** as co-star with **Alan Ladd** in "The Darkest Hour."

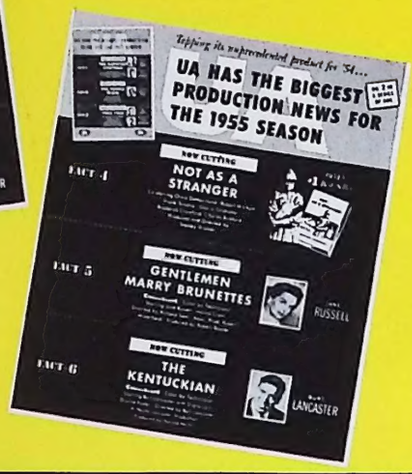
MGM signs **Daniel Mann** to direct "I'll Cry Tomorrow," the story of **Lillian Roth,** with **Susan Hayward** in the femme lead. **UA** announces that **Sterling Hayden** is to have top role in the **Edward Small** Western, "Top Gun."

Paramount sets April 5th as the gala opening of their first Western in **VistaVision,** "Run for Cover," featuring **James Cagney** and **Viveca Lindfors.**

Topping its unprecedented product for '54...

NO. 3 IN A SERIES OF ADS





UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

NOW IN PRODUCTION

FACT #7

ALEXANDER THE GREAT

RICHARD BURTON

FREDRIC MARCH

CINEMASCOPE · Color by Technicolor
Starring Richard Burton · Fredric March
Claire Bloom · Danielle Darrieux
Written, Produced and Directed by Robert Rossen

NOW CUTTING

FACT #8

SUMMERTIME

KATHARINE HEPBURN

(Based on the Broadway hit, "The Time of the Cuckoo")
Color by Technicolor
Starring Katharine Hepburn · Rossano Brazzi
Produced by Ilya Lopert · Directed by
David Lean · A Lopert Films Presentation

NOW CUTTING

FACT #9

THE NIGHT OF THE HUNTER

ROBERT MITCHUM

Starring Robert Mitchum · Shelley Winters · Lillian Gish
Based on the best-seller by Davis Grubb
Produced by Paul Gregory
Directed by Charles Laughton